



GRE TSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY - APRIL 2021 SEMESTER**

DIPLOMA IN JOURNALISM & MASS COMMUNICATION

COURSE CODE: DJMC 019

COURSE TITLE: FREELANCE AND FEATURE WRITING

**DATE: 07 MAY 2021
AM**

TIME: 8.00 AM - 11.00

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) Discuss the characteristics of feature stories using examples [10 Marks]
- b) Explain the differences and similarities between feature and news writing [10 Marks]
- c) You have been invited as a reviewer in a drama festival, demonstrate the roles expected of you as a reviewer in drama and model [5 Marks]
- d) Illustrate on the types of feature stories and their markets [5 Marks]
- e) As a feature story writer, what attributes do you need to possess to effectively undertake this role? [5 Marks]
- f) Discuss the main essentials of a query letter [5 Marks]

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) As a feature writer where can you source ideas for your stories [10 Marks]
- b) When writing a story, a good journalist should be as brief as possible and use simple words. State five examples of good leads in a feature story [5 Marks]
- c) State five requirements for a good lead paragraph [5 Marks]

QUESTION THREE

- a) **5W's+H** are very important for a story line in hard news. What role does each play in the story? [10 Marks]
- b) With the help of a diagram, explain the characteristics of an inverted pyramid [10 Marks]

QUESTION FOUR

- a) As a freelance writer, you have been hired by **BIASHARA TIMES** to do a feature story for their daily. Considering all the rules in writing, do a feature story on a topic of choice and send the piece to the editor. The story should be between 450 to 600 words. [20 Marks]

QUESTION FIVE

- a) In journalistic writing, how are attributions important? [10 Marks]
- b) Explain the following terms as used in the field of journalism [10 Marks]
 - a. Journalist
 - b. Soft news
 - c. A lead
 - d. Hard news

e. Feature Article